

Rep Order# 8872753 Ver# 11 Status Revised  
EC'd Yes

Traffic Order# 37419

Printed: 10/08/2012 8:51 AM  
Last Received: 10/08/2012 7:55 AM  
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 1052  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/1052  
Flight Dates 09/28/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$87,475  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	530P-600P	POLITICS NOW	:30	\$2,500.00	09/29-09/29	2	1	2	\$5,000.00	
	2	SU	930A-1000A	8 NEWS NOW SUNDAY #3	:30	\$450.00	09/30-09/30	0	0	0	\$0.00	
	3	SA	630P-700P	8 NEWS NOW AT 630PM-SAT	:30	\$550.00	09/29-09/29	0	0	0	\$0.00	
	4	SA	700P-800P	ET WEEKEND	:30	\$500.00	09/29-09/29	0	0	0	\$0.00	
	5	SA	500P-530P	8 NEWS NOW AT 5PM-SAT	:30	\$550.00	09/29-09/29	0	0	0	\$0.00	
	6	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	7	SA	1235A-135A	DAVINCI	:30	\$200.00	09/29-09/29	2	1	2	\$400.00	
	8	SU	530A-600A	WALL STREET JOURNAL REPORT	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	9	SU	600A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	

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	10	F	900A-1000A	LIVE! WITH KELLY	:30	\$750.00	09/28-09/28	0	0	0	\$0.00	
	11	M	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00	
	12	TU	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/02-10/02	2	1	2	\$2,200.00	
	13	F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$750.00	09/28-09/28	0	0	0	\$0.00	
	14	M	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	15	TU	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	16	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$1,000.00	09/30-09/30	0	0	0	\$0.00	
	17	F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,300.00	09/28-09/28	0	0	0	\$0.00	
	18	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/01-10/01	2	1	2	\$3,400.00	
	19	TU	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/02-10/02	2	1	2	\$3,400.00	
	20	F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,100.00	09/28-09/28	0	0	0	\$0.00	
	21	M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/01-10/01	2	1	2	\$3,200.00	
	22	TU	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/02-10/02	2	1	2	\$3,200.00	
	23	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$1,200.00	09/30-09/30	0	0	0	\$0.00	
	24	F	600A-700A	8 NEWS NOW AT 6A	:30	\$900.00	09/28-09/28	0	0	0	\$0.00	

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	25	M	600A-700A	8 NEWS NOW AT 6A	:30	\$1,200.00	10/01-10/01	2	1	2	\$2,400.00	
	26	TU	600A-700A	8 NEWS NOW AT 6A	:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
	27	SU	500A-530A	EYE ON WASHINGTON	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	28	F	100P-20CP	LET'S MAKE A DEAL	:30	\$900.00	09/28-09/28	0	0	0	\$0.00	
	29	M	100P-20CP	LET'S MAKE A DEAL	:30	\$900.00	10/01-10/01	0	0	0	\$0.00	
	30	TU	100P-20CP	LET'S MAKE A DEAL	:30	\$900.00	10/02-10/02	0	0	0	\$0.00	
	31	F	700P-800P	ET/INSIDER	:30	\$1,200.00	09/28-09/28	0	0	0	\$0.00	
	32	M	700P-800P	ET/INSIDER	:30	\$1,200.00	10/01-10/01	0	0	0	\$0.00	
	33	TU	700P-800P	ET/INSIDER	:30	\$1,200.00	10/02-10/02	0	0	0	\$0.00	
	34	SU	530P-600P	INSIDE EDITION	:30	\$1,000.00	09/30-09/30	1	1	1	\$1,000.00	
	35	F	700A-900A	CBS THIS MORNING	:30	\$800.00	09/28-09/28	0	0	0	\$0.00	
	36	M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/01-10/01	2	1	2	\$2,000.00	
	37	TU	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/02-10/02	2	1	2	\$2,000.00	
	38	F	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$800.00	09/28-09/28	0	0	0	\$0.00	
	39	M	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$800.00	10/01-10/01	0	0	0	\$0.00	

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	40	TU	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$800.00	10/02-10/02	0	0	0	\$0.00	
	41	SU	800A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$1,500.00	09/30-09/30	0	0	0	\$0.00	
	42	F	200P-300P	THE TALK	:30	\$800.00	09/28-09/28	0	0	0	\$0.00	
	43	M	200P-300P	THE TALK	:30	\$800.00	10/01-10/01	0	0	0	\$0.00	
	44	TU	200P-300P	THE TALK	:30	\$800.00	10/02-10/02	0	0	0	\$0.00	
	45	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$450.00	09/29-09/29	0	0	0	\$0.00	
	46	SA	800P-900P	CRIMETIME SATURDAY	:30	\$3,000.00	09/29-09/29	0	0	0	\$0.00	
	47	SU	830A-930A	FACE THE NATION	:30	\$2,000.00	09/30-09/30	0	0	0	\$0.00	
	48	F	1100A-1200P	YOUNG & RESTLESS	:30	\$3,500.00	09/28-09/28	0	0	0	\$0.00	
	49	M	1100A-1200P	YOUNG & RESTLESS	:30	\$3,500.00	10/01-10/01	0	0	0	\$0.00	
	50	TU	1100A-1200P	YOUNG & RESTLESS	:30	\$3,500.00	10/02-10/02	0	0	0	\$0.00	
	51	TU	900P-1000P	NCIS LA	:30	\$30,000.00	10/02-10/02	1	1	1	\$30,000.00	
	52	M	1000P-1100P	HAWAII FIVE-0	:30	\$10,000.00	10/01-10/01	0	0	0	\$0.00	
	53	F	800P-900P	CSI: NY	:30	\$7,500.00	09/28-09/28	0	0	0	\$0.00	
	54	SA	930A-1200P	ACC FOOTBALL	:30	\$5,000.00	09/29-09/29	3	1	3	\$15,000.00	

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	55	M-TU	500A-600A	NEWS	:30	\$1,000.00	10/01-10/02	4	1	4	\$4,000.00	
	56	M-TU	400A-459A	NEWS	:30	\$200.00	10/01-10/02	4	1	4	\$800.00	
	57	SA	400P-500P	SPORTS	:30	\$400.00	09/29-09/29	0	0	0	\$0.00	
	58	SA	135A-235A	COLD SQUAD	:30	\$150.00	09/29-09/29	2	1	2	\$300.00	
	59	SU	300P-40CP	ELECTRIC PLAYGROUND	:30	\$1,120.00	09/30-09/30	1	1	1	\$1,120.00	
	60	SU	400P-50CP	INSIDER WEEKEND	:30	\$650.00	09/30-09/30	1	1	1	\$650.00	
	61	F	400A-459A	NEWS	:30	\$200.00	09/28-09/28	2	1	2	\$400.00	
	62	M-TU	1200P-1230P	NOON NEWS	:30	\$1,200.00	10/01-10/02	2	1	2	\$2,400.00	
	63	F	137A-237A	ELECT PLAYGROUND/ET	:30	\$55.00	09/28-09/28	1	1	1	\$55.00	

—REPORT TOTALS—

Report Totals: 50 / \$87,475.00

—SALES MONTHLY TOTALS—

Sep 12: 19 / \$25,275.00 Oct 12: 31 / \$62,200.00

Sales Totals: 50 / \$87,475.00

Station Totals: 50 / \$87,475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$291,583	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		